

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Diploma Thesis by Opponent

Thesis Title **Marketing Strategy of the Virtual Grading s.r.o.**

Name of the student **Bc. Atman Trivedi**

Thesis supervisor **Ing. Stanislav Rojík, Ph.D.**

Department **Department of Management**

Opponent **Mgr. Marta Nováková**

Institution **Datacom**

Position **Marketing Specialist**

Evidence of a logical process being used	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
The structure of paragraphs and chapters	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Formal presentation of the work, the overall impression	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Formulation of objectives	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Choice of appropriate methods and methodology used	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Professional contribution of the work and its practical usage	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Work with data and information	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Work with scientific literature (quotations, norms)	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Clarity and professionalism of expression in the thesis	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Summary and key-words comply with the content of thesis	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Fulfillment of objectives	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Thesis topic and thesis significance (relevance)	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Theoretical background of an author	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Comprehensibility of the text and level of language	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Formulation of conclusions	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Evaluation of the work by grade (1, 2, 3, 4)				2

Evaluation: 1 = the best

Date 28/04/2023

Signature of Opponent

Other comments or suggestions:

The strength of the thesis is the author's theoretical background and own suggestions and recommendations. The weaker side of the thesis are the analyzes, which are relatively general. Also, the formal side of the thesis is not exactly the strongest part of the thesis.

Questions for thesis defence:

How does the management of the company react to your suggestions and recommendations?

What are the main opportunities and threats to this type of business?



Date 28/04/2023

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